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[No.19898—WCD-SUBH-SCHM-0008/2024/WCD.]

DEPARTMENT OF WOMEN & CHILD DEVELOPMENT

RESOLUTION

The 5th September, 2024

Sub: Launching of “SUBHADRA”, a flagship scheme for the welfare of the women of the State.

The Government of Odisha has approved “SUBHADRA”, a flagship scheme, to financially empower women, and provide safety nets to them and their families. This is a comprehensive initiative that aims to uplift women through multiple facets of their lives and to demonstrate the Government's resolve to strengthen a social fabric that provides women with the tools and opportunities for their empowerment over a period of 5 years (2024-25 to 2028-29).

1. Benefits under SUBHADRA :

- a. To create a sense of identity and empowerment, all beneficiaries would be provided a SUBHADRA Card (ATM-cum-debit card).
- b. All eligible beneficiaries would receive Rs. 50,000/- (@ Rs. 10,000/- per annum between 2024-25 to 2028-29 over a period of 5 years), provided they fulfil the eligibility conditions every year.
- c. The annual instalment of Rs. 10,000/- will be credited in two instalments of Rs. 5,000/- each.
- d. The 1st instalment would be released on the occasion of Rakhi Purnima and the 2nd instalment on International Women's Day (08th March).
- e. The amount will be credited through DBT using the Aadhaar Payments Bridge System into the Aadhaar-enabled and DBT-enabled single-holder bank account in the name of the beneficiary.
- f. To incentivize and encourage digital transactions, the Government will launch a comprehensive rewards and recognition program. Under this, 100 women in each Gram Panchayat/ Urban Local Body who undertake the highest number of digital transactions, in a particular financial year in each of the GP / ULB would receive an additional benefit of Rs.500 in their bank account. A detailed SOP for this would be notified in due course.

2. Targetted Beneficiaries and Coverage:

- a. This scheme will be operationalized in all the 30 districts of the State for the period 2024-2025 to 2028-2029.
- b. Any woman who meets the eligibility criteria will be covered under the scheme.

3. Eligible Beneficiaries :

3.1. Eligibility Criteria

The women beneficiary must meet the following eligibility criteria to avail the benefits of this scheme:

- a. The applicant must be a resident of Odisha.
- b. The applicant should be covered under National Food Security Act (NFSA) / State Food Security Scheme (SFSS). Any woman from a family without an NFSA or SFSS Card can apply under SUBHADRA if her family income is not more than Rs. 2.50 lakh (Rupees Two Lakhs and Fifty Thousand only).
- c. To be eligible under the scheme, the applicant's age should be 21 years or more and less than 60 years as on the qualifying date. The date of birth, as recorded in the Aadhaar card would be taken as the final date for the calculation of her age.
- d. For financial year 2024-25, the woman must be 21 years or more and less than 60 years, as on dated 1st July, 2024. Therefore, the applicant must be born on dated 2nd July, 1964 or later and born on dated 1st July, 2003 or earlier. The date of birth, as recorded in the Aadhaar card would be taken as the final date for the calculation of her age.
- e. For 2024-25, if a woman attains the age of 21 years after dated 1st July, 2024, she will get Rs.10,000 per year, only for the remaining years of the scheme period. In 2024-25, women who complete 60 years of age after dated 1st July, 2024, will not receive the benefits for the remaining years of the scheme period.

3.2. Ineligibility Criteria

Women falling under any of the following categories shall be ineligible to receive the benefits under the scheme:

- a. Any woman receiving financial assistance such as pension, scholarship etc. of Rs.1500 per month or more or Rs.18,000 per annum or more under any State or Central Government Scheme would be ineligible.
- b. Any woman who either herself or whose family member is: -
 - i. A current or former Member of Parliament (MP) or Member of the Legislative Assembly (MLA).
 - ii. An Income Tax Payee.
 - iii. An elected public representative in any Urban Local Body or Panchayati Raj Institution (excluding Ward Member / Councillor)

- iv. Employed as a regular or contractual employee in State Government or Government of India or Public Sector Undertaking or Board or Local Body or Government Organization or is receiving pension after retirement. However, all workers receiving honorarium such as ASHA, Anganwadi Worker, Community Resource Person, Master Book Keeper, etc. and all those engaged through outsourcing agencies would be considered, if otherwise eligible under this Scheme.
- v. An elected / nominated / appointed representative in any Government Department or Undertaking or Board or Organization of Government of India or State Government.
- vi. An owner of a 4-wheeler Motor Vehicle except tractors, mini-trucks, small commercial vehicles and other similar light goods vehicles.
- c. The family of the applicant owns more than 5 acres of irrigated land or 10 acres of non-irrigated land.

[N.B:For the purpose of this Scheme, the definition of family would be as defined in National Food Security Act (NFSA) / State Food Security Scheme (SFSS).]

4. Identification of Beneficiaries:

- a. All eligible women would be required to apply for availing benefits under the scheme.
- b. The applications may be made offline through a printed form, as well as online through SUBHADRA portal.
- c. Sufficient pre-printed application forms will be made available free of cost at different locations such as Anganwadi Centres, Block Offices, Urban Local Body Offices, Mo Seba Kendras, Common Service Centre, etc.
- d. The applicant will have to fill the form and submit the same at the nearest Mo Seba Kendra / Common Service Centre.
- e. In case of any discrepancy in the form submitted by the applicant and the Aadhaar, the information as present in Aadhaar would be taken as final.
- f. All applications collected will be verified against the database available with the Government and also through field enquiry, wherever required
- g. All applicants would be required to self-certify themselves on their eligibility under SUBHADRA, submit related undertakings and complete e-KYC formalities. The preferred mode of e-KYC would be through face-authentication whereby beneficiaries can complete the process through SUBHADRA Mobile application by providing their Aadhaar number.
- h. A beneficiary may choose to opt out of SUBHADRA thereby passing on the benefit to support the empowerment and well-being of her fellow sisters in Odisha through the SUBHADRA Portal.

5. Requirements to receive benefit under SUBHADRA :

- a. Those women who are eligible and have applied for receiving benefits under SUBHADRA would have to ensure the following:
 - i. They must have Aadhaar card / Aadhaar number in their own name.

- ii. They must have linked their mobile number with the Aadhaar card.
- iii. They must have a single-holder bank account that is Aadhaar-enabled and DBT-enabled.
- b. If the applicant does not have an Aadhaar number or there is data mismatch in her Aadhaar card, she will be required to enrol herself under Aadhaar or correct the information, as required.
- c. If the applicant does not have a single-holder Aadhaar-enabled & DBT-enabled bank account, she would be provided an opportunity for (a) opening a single holder bank account, (b) making the bank account Aadhaar-enabled, (c) making the bank account DBT-enabled and (d) completing the process for e-KYC.
- d. In 2024-25, all beneficiaries would receive the full benefit of Rs. 10,000 under SUBHADRA from the date of launch of the scheme, regardless of the date of approval.

6. RESPONSIBILITIES OF THE APPLICANTS / BENEFICIARIES :

All applicants / beneficiaries would be required to accept the obligations under SUBHADRA, as given below.

- a. To ensure efficient and transparent disbursement of benefits, applicants are required to complete the process of opening a single holder bank account, enabling it for Aadhaar payment bridge system, direct benefit transfer (DBT), and ensuring completing the formalities for electronic Know Your Customer (e-KYC).
- b. Applicants must provide accurate and truthful information during the application process. If it is discovered at any point that a beneficiary was ineligible for the benefit, immediate termination of the benefit, recovery of any disbursed benefits, and legal or administrative actions for fraud will be undertaken.
- c. In the unfortunate instance of demise of an approved beneficiary, the assistance approved shall be declared void, and the undisbursed benefit cannot be claimed on behalf of the deceased.
- d. The beneficiary/applicants may choose to opt out of the Scheme on SUBHADRA Portal, as and when they become ineligible such as on getting employed in a Government job, improvement of economic condition of the household, etc.
- e. The beneficiaries are encouraged to undertake higher number of transactions through online mode to enable them to receive further incentives as illustrated in para 1(f).
- f. By applying under SUBHADRA or not opting out, the applicant agrees to provide consent for the use of their personal data, including Aadhaar by the scheme authorities for monitoring and evaluation purposes.
- g. In case of any overpayment due to administrative errors, beneficiaries are obligated to repay the excess amount on their own volition or as soon as it is identified and communicated to them by the authorities.

7. SUBHADRA Society :

- a. A Society registered under the Societies Registration Act, 1860 at State Level will be set up in the DWCD. The Society shall be headed by the Chief Secretary / DC-cum-ACS to the Government (senior officer in charge of the Department.)
- b. The Society will be tasked with the responsibility of overall implementation, monitoring and evaluation of the Scheme. The Society would set up a State Level Project Monitoring Unit (SPMU) and also provide support at the District and Corporation level for successful implementation of SUBHADRA. The Society would be empowered to take all necessary steps for seamless and successful implementation of the Scheme by, inter alia, hiring of manpower, providing requisite logistical support, undertaking IEC activities, evaluation and feedback etc.
- c. The expenses of the Society would be met from the administrative contingency under the scheme.

ORDER :- Ordered that the Resolution be published in the next Extraordinary issue of *Odisha Gazette*.

By Order of the Governor
SHUBHA SARMA
Principal Secretary to Government